

WHAT IS CLAIMED IS:

- 1 1. A method for reverse logistics, comprising the steps of:
 - 2 offering used goods, owned by an actual seller, for sale over an internet exchange portal;
 - 3 selling a right to market the used goods to a virtual seller;
 - 4 marketing the used goods over the portal under direction of the virtual seller;
 - 5 identifying an actual buyer; and
 - 6 selling the used goods to the actual buyer.

- 1 2. The method of claim 1, wherein the used goods are subject to rapid depreciation.

- 1 3. The method of claim 1, wherein the used goods are used computer goods.

- 1 4. The method of claim 1, wherein:
 - 2 the virtual seller is a manufacturer of new goods; and
 - 3 the actual seller is a strategic account customer of the manufacturer.

- 1 5. The method of claim 4, wherein the selling a right step further includes the step of:
 - 2 charging the actual seller a lower price for acquiring the new goods in exchange for
 - 3 marketing the used goods.

- 1 6. The method of claim 1, wherein the marketing step includes the steps of:
 - 2 categorizing the used goods; and
 - 3 differentiating marketing by category.

1 7. The method of claim 6, wherein the categorizing step includes the step of:
2 categorizing the used goods by their condition.

1 8. The method of claim 7, wherein the categories include acceptable, unacceptable, and
2 mixed acceptability.

1 9. The method of claim 6, wherein the categorizing step includes the step of:
2 categorizing the used goods by marketability.

1 10. The method of claim 9, wherein the marketability categories include marketable,
2 unmarketable, and mixed marketability.

1 11. The method of claim 6, wherein the categorizing step includes the step of:
2 categorizing the used goods by functionality levels.

1 12. The method of claim 11, wherein the functionality levels include systems, devices,
2 components, parts, and materials.

1 13. The method of claim 6, wherein:
2 the marketing step includes the step of virtually differentiating a portion of the used
3 goods into both a first category and a second category;
4 the identifying step includes the steps of,
5 receiving a first offer for the first category from a first actual buyer; and

6 receiving a second offer for the second category from a second actual buyer,
7 wherein the second offer is of greater value than the first offer; and
8 the selling the used goods step includes the step of selling the portion of used goods to
9 the second actual buyer.

1 14. The method of claim 6, wherein:
2 the marketing step includes the steps of,
3 virtually differentiating the used goods into a matrix of categories; and
4 simultaneously marketing each of category in the matrix; and
5 the identifying step includes the step of receiving a set of offers for each of category in
6 the matrix; and
7 the selling the used goods step includes the step of accepting those offers which
8 maximize value returned to the actual seller for the used goods.

1 15. The method of claim 6, wherein the marketing step includes the step of:
2 virtually aggregating the used goods from a first actual seller with other used goods from
3 a second actual sellers into a matrix of categories;
4 the identifying step includes the step of receiving a set of offers for each of category in
5 the matrix; and
6 the selling the used goods step includes the step of accepting those offers which
7 maximize value returned to the first actual seller.

1 16. The method of claim 1, further including the steps of:

2 obtaining credit for a predetermined amount of funds from a creditor on behalf of the
3 actual buyer; and
4 delaying payment of the funds from the creditor to the actual seller until after the actual
5 buyer inspects and approves the used goods.

1 17. A computer-usable medium embodying computer program code for commanding a
2 computer to perform reverse logistics, comprising the steps of:
3 offering used goods, owned by an actual seller, for sale over an internet exchange portal;
4 selling a right to market the used goods to a virtual seller;
5 marketing the used goods over the portal under direction of the virtual seller;
6 identifying an actual buyer; and
7 selling the used goods to the actual buyer.

1 18. The computer-usable medium of claim 17, wherein:
2 the virtual seller is a manufacturer of new goods; and
3 the actual seller is a strategic account customer of the manufacturer.

1 19. The computer-usable medium of claim 18, wherein the selling a right step further
2 includes the step of:
3 charging the actual seller a lower price for acquiring the new goods in exchange for
4 marketing the used goods.

1 20. The computer-usable medium of claim 17, wherein the marketing step includes the steps
2 of:
3 categorizing the used goods; and
4 differentiating marketing by category.

1 21. The computer-usable medium of claim 20, wherein:
2 the marketing step includes the step of virtually differentiating a portion of the used
3 goods into both a first category and a second category;
4 the identifying step includes the steps of,
5 receiving a first offer for the first category from a first actual buyer; and
6 receiving a second offer for the second category from a second actual buyer,
7 wherein the second offer is of greater value than the first offer; and
8 the selling the used goods step includes the step of selling the portion of used goods to
9 the second actual buyer.

1 22. The computer-usable medium of claim 20, wherein:
2 the marketing step includes the steps of,
3 virtually differentiating the used goods into a matrix of categories; and
4 simultaneously marketing each of category in the matrix; and
5 the identifying step includes the step of receiving a set of offers for each of category in
6 the matrix; and

the selling the used goods step includes the step of accepting those offers which maximize value returned to the actual seller for the used goods.

23. The computer-usable medium of claim 20, wherein the marketing step includes the step of:

virtually aggregating the used goods from a first actual seller with other used goods from a second actual sellers into a matrix of categories;

the identifying step includes the step of receiving a set of offers for each of category in the matrix; and

the selling the used goods step includes the step of accepting those offers which maximize value returned to the first actual seller.

24. The computer-usable medium of claim 17, further including the steps of:

obtaining credit for a predetermined amount of funds from a creditor on behalf of the actual buyer; and

delaying payment of the funds from the creditor to the actual seller until after the actual buyer inspects and approves the used goods.

25. A system for reverse logistics, comprising:

means for offering used goods, owned by an actual seller, for sale over an internet exchange portal;

means for selling a right to market the used goods to a virtual seller;

means for marketing the used goods over the portal under direction of the virtual seller;

6 means for identifying an actual buyer; and
7 means for selling the used goods to the actual buyer.

1 26. The system of claim 25, wherein:
2 the virtual seller is a manufacturer of new goods; and
3 the actual seller is a strategic account customer of the manufacturer.

1 27. The system of claim 26, wherein the means for selling a right further includes:
2 means for charging the actual seller a lower price for acquiring the new goods in
3 exchange for marketing the used goods.

1 28. The system of claim 25, wherein the means for marketing includes:
2 means for categorizing the used goods; and
3 means for differentiating marketing by category.

1 29. The system of claim 28, wherein:
2 the means for marketing includes means for virtually differentiating a portion of the used
3 goods into both a first category and a second category;
4 the means for identifying includes,
5 means for receiving a first offer for the first category from a first actual buyer;
6 and
7 means for receiving a second offer for the second category from a second actual
8 buyer, wherein the second offer is of greater value than the first offer; and

9 the means for selling the used goods includes means for selling the portion of used goods
10 to the second actual buyer.

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1 30. The system of claim 28, wherein:

2 the means for marketing includes,

3 means for virtually differentiating the used goods into a matrix of categories; and

4 means for simultaneously marketing each of category in the matrix; and

5 the means for identifying includes means for receiving a set of offers for each of category
6 in the matrix; and

7 the means for selling the used goods includes means for accepting those offers which
8 maximize value returned to the actual seller for the used goods.

1 31. The system of claim 28, wherein the means for marketing includes:

2 means for virtually aggregating the used goods from a first actual seller with other used
3 goods from a second actual sellers into a matrix of categories;

4 the means for identifying includes means for receiving a set of offers for each of category
5 in the matrix; and

6 the means for selling the used goods includes means for accepting those offers which
7 maximize value returned to the first actual seller.

1 32. The system of claim 25, further including:

- 2 means for obtaining credit for a predetermined amount of funds from a creditor on behalf
- 3 of the actual buyer; and
- 4 means for delaying payment of the funds from the creditor to the actual seller until after
- 5 the actual buyer inspects and approves the used goods.